

INSTRUCTIONS: In the box to the right of each policy:

- Place a **GREEN** dot if you agree with this policy
- Place a **RED** dot if you do not agree with this policy

CURRENT COMMERCIAL ELEMENT GOAL 1986 Greater North Park Community Plan page 57	
Provide appropriately located, attractive commercial and office facilities offering a wide variety of goods and services	

CURRENT COMMERCIAL ELEMENT OBJECTIVES 1986 Greater North Park Community Plan page 58 to 59	
1. Revitalize the central business district at University Avenue and 30 th Street and other selected business districts.	
2. Enhance the level and quality of business activity in North Park by encouraging concentration of retail commercial uses in nodes and reducing strip commercial activities.	
3. Improve the appearance of commercial development through establishment of overall design standards.	
4. Provide adequate parking for commercial areas, encouraging off-street parking.	
5. Encourage mixed-use development to include retail facilities, offices and housing at medium and high densities with selected commercial nodes.	
6. Enhance pedestrian activity in the central business core by improving the pedestrian environment.	
7. Maintain existing convenience (“mom and pop”) stores, provided that the uses are compatible with surrounding neighborhoods.	
8. Encourage new development and redevelopment for purposes of increasing employment opportunities with the community.	

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CURRENT COMMERCIAL ELEMENT OBJECTIVES 1986ater North Park Community Plan page 58 to 59	
9. Continue the ongoing implementation of the programs for Adams Avenue, El Cajon Boulevard, and University Avenue which include land use and urban design analysis, economic analysis, and marketing survey.	
10. Increase business district parking through the private acquisition of property for parking reservoirs behind existing businesses, and the creative redesign of existing on-street parking.	
11. Where appropriate, preclude residential development from preempting commercial development.	
12. Establish residential densities for the individual commercial and multiple-use areas.	
13. Rehabilitate and redevelop certain underutilized strip commercial areas into multiple –use areas.	
14. Provide for neighborhood and specialty commercial services to the residential development along and abutting these multiple –use areas.	
15. Provide additional opportunities for residential development with the community.	